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Message Text

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PAGE 01 STATE 233118

45
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66604
DRAFTED BY USIA/IEE:AFERNANDEZ
APPGOVED BY EUR/EX:HGEISEL (SUBS)
USIA/IEE:TSARTHUR
USIA/IEE:GDMALONE
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USIA/IPS:DWILSON (SUBS)
USIA/IBS:RWARNER (SUBS)
USIA/IMV:DCUOZZO (SUBS)
EUR/EE:MVAN HEUVEN (SUBS)
STATE/PGOTOCOL:SJMCCARTHY (SUBS)
---------- 101240
R 281412Z NOV 73
FM SECSTATE WASHDC
TO AMEMBASSY BUCHAREST

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E.O. 11652: N/A

SUBJECT: CEAUSESCU OFFICIAL VISIT - MEDIA COVERAGE

REF: (A) BUCAHREST 4060-C
(B) BUCHAREST 4205-C
(C) BUCHAREST 4264-C

FOLLOWING IS RESPONSE TO EMBASSY'S PROPOSALS FOR MEDIA COVERAGE:

1. SLICK COVER PUBLICATION (REFTEL A, PARA 4): RPO VIENNA WILL DO FOUR-PAGE COLOR INSERT (20,000 COPIES) FOR SINTEZA NO. 8 DUE OFF PRESSES AROUND JANUARY 1. INSERT CAN BE USED FOR IMMEDIATE AND LONG-TERM DISTRIBUTION (SEPARATE FROM SINTEZA); IT IS DESIGNED TO PRECLUDE POOR QUALITY AND DELIVERY DELAYS EXPERIENCED WITH SLICK COVER PUBLICATION
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PAGE 02 STATE 233118

OF CEAUSESCU'S 1970 VISIT.

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

2. COLOR TRANSPARENCIES FOR COMMERCIAL NEWSLETTER WILL BE PROVIDED BY DECEMBER 24 AS REQUESTED REFTEL B.

". IPS AND VOA COVERAGE WILL BE PROVIDED AS REQUESTED REFTEL A, PARA 5.

4. RADIO REPORTS BY ROMANIANS AS DISCUSSED REFTEL C, PARA 9, WOULD COST DOLS 4 PER MINUTE FOR LIVE OR DELAYED BROADCAST. MINIMUM FEED IS FOR 10 MINUTES WHICH ROMANIANS WOULD BE EXPECTED TO PAY. WE WILL FACILITATE THESE FEEDS IN AGENCY STUDIOS IN WASHINGTON AND NEW YORK AND WILL ASSIST WITH CONTACTS FOR FEEDS FROM OTHER CITIES.

5. DOCUMENTARY FILM (REFTEL A, PARA 3): AGENCY DOES NOT RPT NOT PLAN TO MAKE DOCUMENTARY OF VISIT, ALTHOUGHHWZ WILL PROVIDE FACILITATIVZ ASSISTANCE FOR SAHIAFILM IF THEY PLAN TO MAKE ONE (REFTEL C, PARA 10). WE MAY ALSO BE IN POSITION (DEPENDING ON COSTS OF OTHER FACILITATIVES REQUESTED BY ROMANIANS) TO PROVIDE SUFFICIENT NEWSCLIP COVERAGE FOR "LONG EDIT" WHICH CAN BE USED FOR DOCUMENTARY PURPOSES.

6. SATELLITE AND NEWS CLIP COVERAGE: WE ESTIMATE COVERAGE OUTLINED REFTEL C, PARAS 2 THROUGH 7 WOULD COST CA. DOLS 50,000. FOLLOWING IS RESPONSE TO CORRESPONDING PARAGRAPHS OF REFTEL C:

(A) PARA 2: WE ASSUME ROMANIAN CREWS WOULD SHOOT ALL NEWS FILM FOR DELAYED SATELLITE BROADCAST AND THAT IMVHWOULD NOT BE ASKED TO PROVIDE CAMERA CREWS.

(B) PARA 3: WE ASSUME NO ADDITIONAL CAMERA EQUIPMENT WOULD BE NEEDED BYHROMANIAN CREWS AND THAT ONE OF THZM WOULD COVER MRS. CEAUSESCU'S SEPARATE ACTIVITIES AS APPROPRIATE.

(C) PARA 4: LIGHTING MAN PLUS LIGHTS COST DOLS 120 PER DAY (NOT RPT NOT INCLUDING OVERTIMZ).

(D) PARAS 4 AND 5: FILM PROCESSING, EDITING FACILITIES AND SOUND TRANSFERS COST CA. DOLS 500 PER DAY. N.B., REVAERT LIMITED OFFICIAL USE

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PAGE 03 STATE 233118

AND OTHE B/W FILM COULD BZCOME SUBJECT OF PROCESSING DELAYS FOR MOST U.S. LABS WHICH ARE SET UP FOR COLOR PROCESSING.

(E) PARA 6: EACH TEN-MINUTE DELAYED SATELLITE FEED COSTS APPGOXIMATELY DOLS 6,000#(INCLUDING PROCESSING, EDITING, SOUND TRANSFERS, AUDIO LINES, SATELLITE UP AND DOWN LEGS, SIGNAL CONVERSIONS IN LONDON OR PARIS AND EUROPEAN LAND LINES; CF. MZMOS ATTACHED TO TRANSMITTAL SLIP, DATED NOVEMBER 9,

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

SUBJ: CEAUSESCU VISIT). LIVE COVERAGE OF WHITE HOUSE CEREMONY WOULD COST CA. DOLS 10,000 FOR TEN MINUTES; U.S. CREW WOULD BE REQUIRED FOR THIS IN VIEW OF EQUIPMENT USED.

(F) PARA 7: ALL MAJOR U.S. CITIES COULD PROVIDE LABORATORY AND TV LOCATION IN CLOSE PROXIMITY. MOTORCYCLE COURIER SERVICE USUALLY AVAILABLE IF ORDERED IN ADVANCE AT DOLS 5 PER HOUR PLUS OVERTIME.

(G) WE WOULD WELCOME TV ADVANCE MAN SINCE ROMANIAN EMBASSY HERE IS UNINFORMED ABOUT MEDIA COVERAGE PLANS.

7. WOULD APPRECIATE YOUR BEST ESTIMATE OF AMOUNT OF MONEY ROMANIANS PREPARED TO SPEND FOR SATELLITE AND NEWSCLIP COVERAGE AND AMOUNT POST FEELS IT SHOULD ALLOCATE FROM DSA TO SUPPORT THESE EFFORTS. SHARING HALF THE COSTS WITH ROMANIANS (I.EJM, PAYING CA. DOLS 3,000 EACH) FOR ONE TEN-MINUTE DELAYED SATELLITE BROADCAST OF WHITE HOUSE CEREMONY IN ADDITION TO ITEMS MENTIONED PARAS 1, 2, 3 AND 5 SEEM TO US REASONABLE U.S. INPUT,HBUT WILLING CONSIDER FURTHER SUGGESTIONS POST MAY WISH TO MAKE BASED ON INFO PROVIDED PARA 4 ABOVZ. KISSINGER

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EO Systematic Review
30 JUN 2005

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